

Korina Buhler  
Atomic PR  
415-402-0230  
korina@atomicpr.com

### **BrightScope Welcomes Leading 401k Executive Michael Falcon as Advisor**

*Leading 401k ratings and analytics firm taps Merrill Lynch Retirement Group veteran to improve country's retirement*

**New York, NY - FINOVATE, September 29, 2009** — BrightScope ([www.brightscope.com](http://www.brightscope.com)), a 401k ratings and analytics firm, today announced that Michael Falcon, a recognized leader in the retirement industry, has joined its Advisory Board and will serve in an ongoing capacity as an Advisor to the company and its executives. The decision cements BrightScope's role as a game-changer and leader in the retirement planning industry.

"Michael Falcon knows as much about the state of the 401k industry as anyone, having served as *the* retirement guy at Merrill Lynch for a number of years, and as a go-to resource for countless government agencies and policy influencers," said Mike Alfred, CEO and co-founder of BrightScope. "The fact that he's joining our Advisory Board is a great testament to the work we've been doing and the service we're providing to the industry, and we're incredibly eager to benefit from his expertise."

Falcon is a recognized leader in the retirement industry with over 20 years of management experience in financial services, consumer products and banking; and a strong advocate for increasing the utilization and performance of workplace savings programs as a key tool to help Americans build financial security for life. He is currently the president of a media, marketing and communications firm focused on personal finance. Previously, he led the Retirement Group at Merrill Lynch, providing 401k, IRA, equity award and retirement planning solutions to more than 39,000 businesses, 6 million individuals, and \$440 billion of assets. He is actively involved in promoting savings and shaping retirement policy in the U.S; and he has presented at numerous industry and government forums, including briefings with members of Congress, Treasury, the DOL and the IRS. He serves on the Executive Committee and as a Trustee of the Employee Benefit Research Institute (EBRI), a non-partisan, research based think-tank focused on retirement and healthcare.

"The recent financial crisis has brought renewed attention to the importance of saving, and the 401k is the primary way Americans save today," notes Falcon. "I'm excited to help the BrightScope team deliver tools that enable employees, employers and service providers to improve the effectiveness and efficiency of these plans, so that American workers have the opportunity to realize a secure retirement."

BrightScope has built an unparalleled database of 401k plan analytics, and a robust suite of products and services to enhance transparency of plan performance and fees for sponsors, advisors and participants. The company has rated more than 12,000 401k plans, spanning 24 million workers and \$1.5 trillion in assets, obtaining its data directly, either from plan sponsors, or from publicly available sources ranging from The United States Department of Labor (DOL) to

the Securities and Exchange Commission (SEC). Additionally, BrightScope receives investment data from Xignite. The company is aligned with plan sponsors, operating in a transparent manner to avoid any conflicts that could jeopardize its ability to give clients unbiased information. BrightScope is the only truly independent 401k analytics service and does not accept compensation in the form of revenue sharing from mutual fund companies or plan providers.

The BrightScope Rating for small plans with assets of \$50,000 to large plans with more than \$30 billion can be found at its public disclosure Web site: <http://BrightScope.com>. The company is working to rate more than 30,000 plans by the end of 2009.

#### **About BrightScope**

BrightScope is committed to helping America's workforce retire in dignity. BrightScope is an independent data analytics firm that quantitatively rates 401k plans and gives employers, employees, and brokers tools to enhance plan performance and maximize retirement outlook. The BrightScope Rating™ developed in partnership with leading independent 401k fiduciaries, reviews more than 200 unique data inputs per plan and calculates a single numerical score which defines 401k plan quality at the company level. BrightScope published ratings, rating definitions, criteria and methodologies are available on the agency's public site, [www.brightscope.com](http://www.brightscope.com).

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